Chapter 7 Land Use Categories

EXISTING LAND USE

In March 2006, 67.5% (3,886.7 acres) of the City's 5,760 acres was developed. Environmentally sensitive land and water features comprise 21.2% of the total (1,219.9 acres), and 11.3% of the land is vacant and available for future development (653.4 acres). The various land use categories are listed in Table 7-1. Future development patterns will be greatly influenced by the existing land use patterns.

Residential

There are 969.5 acres (16.8%) that are currently developed as residential. Of the residential total, 735.9 acres (75.9%) are devoted to single-family detached dwellings (including room rentals to visitors), which are located throughout the City. Duplexes and townhouses occupy 49.9 acres (5.1% of residential), and condominiums and apartments total 183.7 acres (19.0% of residential).

Commercial

Commercial development in the City is located around the Merchants Square area in the Center City and along the major entrance corridors. The majority of the corridor commercial uses are located along Richmond Road, with secondary concentrations along Second Street, Capitol Landing Road and York Street. The Jamestown Road/Route 199 intersection is another important commercial node. A total of 285.5 acres, or 5% of the City's total land area, are in commercial and office land use areas. Unlike most similarly-sized communities, the majority of this commercial land area is tourism-oriented, and developed as hotels, restaurants and retail establishments serving Williamsburg's visitors.

Open Space

While there has been substantial growth in Williamsburg over the past 50 years, the City continues to retain its natural beauty and parkland. There are 642.2 acres (11.2% of the City's total land area) committed to park, parkway and recreational uses. This is supplemented by 1,219.9 acres (21.2% of the City's total land area) of sensitive environmental areas and water features, and a majority of this area is regulated by the City's Chesapeake Bay Preservation regulations. This park land and open space provides a generous amount of active and passive, recreational opportunities.

Institutions

The City's open spaces are augmented by the expansive institutional holdings of the Colonial Williamsburg Foundation and the College of William & Mary. The Colonial Williamsburg Historic Area and the main campus of the College provide substantial amounts of open space for passive recreational activities. In total and exclusive of sensitive environmental areas, the College of William & Mary (Main Campus, Law School Campus, Dillard Complex and College Woods) comprises approximately 740.4 acres (12.9% of the City), while Colonial Williamsburg occupies approximately 577.7 acres (10% of the City). Just as the College and Colonial Williamsburg comprise a significant amount of the City's developed property, these institutions also own a significant portion of the City's undeveloped land. Williamsburg's environmental quality has been, and will continue to be, greatly influenced by these institution's development decisions.

Vacant land

Bordering the "active" uses described above are 653.4 acres of vacant property, or almost 11.3% of the City's total land area. This represents that is available for residential or commercial development, and does not include land designated as sensitive environmental areas. A large portion of these vacant lands - the High Street property on Richmond Road, and the Riverside Health System property at the southeast corner of the City – are slated for development in the near future.

TABLE 7-1 2006 EXISTING LAND USE SUMMARY

LAND USE CATEGORY	TOTAL ACREAGE	PERCENT OF TOTAL CITY LAND AREA
RESIDENTIAL	ACKEAGE	CITT LAND AREA
Single Family Detached	726.1	
Duplex	17.9	
Townhouses	32.0	
Condominiums	79.3	
	104.4	
Apartments Room Rental to Visitors	9.8	
Total Residential	9.8 969.5	16.8%
COMMERCIAL	909.5	10.8 %
Office	36.7	
Banks and Financial Institutions	5.8	
Retail	18.5	
Shopping Center	47.2	
Restaurants	36.5	
Hotel and Motel	106.4	
Automotive	18.3	
Commercial other		
	16.1	5.0%
Total Commercial INSTITUTIONAL	285.5	5.0%
CW Historic Area	177.7	
CW Support Facilities	400.0 740.4	
William and Mary		22.00/
Total Institutional	1,318.1	22.9%
PARKS, RECREATION & PARKWAY Public	491.1	
Colonial Parkway	151.1	
Total Parks, Recreation & Parkway	642.2	11.1%
OTHER PUBLIC & SEMI-PUBLIC	042.2	11.1%
	52.2	
City of Williamsburg Facilities Churches	38.3	
Public Schools	50.4	
Private Schools		
Fraternal Organizations	32.7 1.1	
_	12.1	
Nursing Homes Hospitals	15.9	
Total Other Public & Semi-Public	202.7	3.5%
TRANSPORTATION	202.1	3.3 %
Street Rights-of-Way	417.7	
Railroad	51.0	
Total Transportation	468.7	8.1%
ENVIRONMENTAL	400./	0.1%
Surface Water Area	142.3	
Environmentally Sensitive Areas Total Environmental	1,077.6	21.207
	1,219.9	21.2%
VACANT Residential	204.0	
Commercial	304.0	
Total Vacant	349.4	11 407
	653.4	11.4%
TOTAL CITY LAND AREA	5,760.0	100.0%

 $Source:\ March\ 2006\ Land\ Use\ Survey\ Conducted\ by\ the\ Williamsburg\ Planning\ Department$

THE PLANNING PROCESS

The initial stages of the preparation of the 2006 Comprehensive Plan reviewed the development that had occurred in the City since the adoption of the 1998 Comprehensive Plan, delineated the remaining large tracts of undeveloped land and identified citywide opportunities for infill development and redevelopment. Two neighborhood focus areas were mapped on Richmond Road and Jamestown Road adjacent to the College of William & Mary, identifying where special care needed to be taken to preserve neighborhood character. This information was transferred to a master map, which was used as a tool to guide discussions at a series of three initial public forums described as "Community Conversations." Following these initial forums, a series of more focused Community Conversations was developed, addressing the following areas:

• Richmond Road Neighborhood Focus Area

This area, adjacent to the College, included neighborhoods along Richmond Road and Lafayette Street from Virginia Avenue to Bacon Street.

• Jamestown Road Neighborhood Focus Area

This area, adjacent to the College, included neighborhoods along Jamestown Road from Chandler Court to Lake Matoaka

• Center City Focus Area

This area included Braxton Court, Crispus Attucks, Kinnamon Townhouses, Counselor's Close, and residential areas on Scotland Street, Henry Street, Boundary Street, a portion of Newport Avenue, and Mimosa Drive. Also included were the Merchants Square area, the commercial area at Richmond Road and Scotland Streets, the City Square area, and office and institutional uses south of Ireland Street.

• <u>Commercial Corridors</u>

These corridors included Richmond Road, Mooretown Road, Monticello Avenue, Capitol Landing Road, Second Street area, York Street, and the Jamestown Road/Route 199 intersection.

Planning Commission and staff used the information derived from all of these forums, and the comments made by citizens and property owners, as the future land use recommendations were developed for the 2005 Comprehensive Plan.

The Planning Area concept that was successfully used in the 1989 and 1998 Comprehensive Plans has been replaced with chapters organized by land use type: Residential Neighborhoods and Housing, Institutions (Colonial Williamsburg and William & Mary), and Commercial Areas and Economic Development. Since most of these areas have been either fully developed or planned for development over the past 16 years, it made more sense to focus on specific types of uses throughout the City, and their interrelationships, than segregating them into distinct geographical areas.

As was the case with the past two Comprehensive Plans, the planning process has attempted to seek the optimal path for future growth in the City, with protection and enhancement of Williamsburg's unique character being the most important planning goal. The specific land use recommendations in the following chapters are those which (1) best express the "Vision for Williamsburg" by successfully integrating the community's planning goals and objectives, (2) are capable of implementation while allowing the City to responsibly supply municipal services and infrastructure, and (3) provide positive community-wide benefits with the least negative impact on both the natural and built environment.

URBAN LAND SUITABILITIES

The 1989 Comprehensive Plan adopted a creative approach for determining the suitability of land for urban development, and recognized that the physical characteristics of the land allow it to "speak for itself" in terms of suitability for development. For instance, it is evident that for commercial development, flat land works better and produces more useable area for development than steeply sloped

land. Similarly, the lot yield in a residential subdivision is limited by the presence of steep slopes and wetlands. Thus, the physical planning process should recognize the fact that physical characteristics significantly impact the development potential of the land, and future land use recommendations should be made with these considerations in mind.

The analysis of these physical parameters, which began in 1989, were incorporated into the Zoning Ordinance in 1991, continued with the 1998 Plan, and have been used as an important part of the future land use evaluation and selection process for the 2005 Plan. These considerations include the following factors:

- Slopes less than 10% are generally suitable for urban uses and infrastructure.
- Slopes in the 10% 20% range begin to restrict the urban development potentials of individual parcels.
- Slopes greater than 20% pose significant constraints for urban development and should be restricted to a greater degree than more gently sloping properties.
- Areas of significant archaeological and geologic features should be avoided to the extent possible.
- Floodplains, tributary streams, tidal marshes, wetlands and major drainage channels are needed to maintain hydrologic equilibrium in the watershed and development of these areas should be avoided, and the development of adjacent areas should be allowed only under close scrutiny.
- Significant and/or rare vegetative cover is an important part of the natural environment, and should be respected as vacant land is developed.
- Future land uses adjoining developed areas must respect their architectural scale, density and character.
- Land areas identified as necessary to accommodate public facilities, utilities and related infrastructure should be reserved.
- Construction should be prohibited on land identified as by the Zoning Ordinance as Chesapeake Bay Resource Protection Areas, and development on land identified as Chesapeake Bay Resource Management Areas should incorporate sufficient water quality management features to meet the standards described by Virginia's Chesapeake Bay Preservation Act.

By applying these parameters to the land that is available for development and redevelopment, conclusions can be drawn for the suitability of the land, the most appropriate uses, the location of "sensitive environmental areas" on which development should be restricted, and the location of land which should be reserved for public facilities and infrastructure improvements.

When looking specifically at residential land, the concept of "net developable acreage," as introduced in the 1989 Plan, provides a rational approach for estimating its development potential. This concept was incorporated into the Zoning Ordinance in 1991, was supported by the 1998 Comprehensive Plan, and is an integral part of the 2005 land use recommendations.

The "net developable acreage" methodology allows for a better estimate of a given property's development capacity. For example, an area with a gross acreage of 100 acres, but having 20 net acres of land which have been identified as "sensitive environmental areas," would yield 80 "net developable acres". The application of this concept offers an environmentally sound process through which the land use yield of a given area can be measured. When the "net developable area" concept is used in conjunction with site planning for individual development projects, the zoning district regulations will, in effect, combine conventional zoning standards with environmental performance standards. The end result is an implementation process which is responsive to the physical characteristics of the land, and which provides a consistent formula for applying land use criteria to tracts of varying size and physical characteristics.

LAND USE CLASSIFICATIONS

The Comprehensive Plan assigns land use classifications for the optimal arrangement of land uses in the City. These are shown on the Future Land Use Map, which summarizes the recommendations contained in the text of the Plan. The following descriptions illustrate the types of uses that are recommended for each category. Recommendations for revisions to the Zoning Ordinance to implement these planned land uses are discussed in Chapter 12. Implementation.

Residential Categories

Williamsburg's neighborhoods accommodate a variety of residential dwelling types and densities. The Plan's goals and objectives seek to encourage well designed and appropriately located neighborhoods to maintain an appropriate mix of housing types. Five separate residential planning categories are proposed, and they represent the maximum projected yield for each particular residential use.

1. Low Density Single Family Detached Residential 3 du/net ac.

This category addresses the lowest intensity of residential development - large lot single family detached residential areas – with densities of up to 3 dwelling units per net acre. Lot sizes will generally range from 10,000 SF to 20,000 square feet. This category is currently implemented by the RS-1, RS-2 and PDR zoning districts.

2. Medium Density Single Family Detached Residential 5 du/net ac.

These land areas are planned for single family detached residences developed at a moderate density of up to 5 dwelling units per net developable acre. This category is intended to promote the development of affordable detached housing on small lots located within master planned, neo-traditional styled subdivisions. The recommended option for implementation is to create a new RS-3 District tailored specifically to this density. An average lot size of 7,200 square feet, with a minimum lot width of 60 feet, is recommended.

3. Medium Density Multifamily Residential 8 du/net ac.

Duplexes, townhouses and apartments with a maximum density of 8 dwelling units per net developable acre are recognized by this land use category. Design standards must be applied to ensure adequate off street parking, open space and compatibility with surroundings, especially existing residential neighborhoods. Apartments and other forms of multi-family dwellings may be allowed by special use permit in certain areas within this residential category if they are properly designed. With minor modifications, the existing RM-1 zoning district would be used to implement this medium density housing category.

4. High Density Multifamily Residential 14 du/net ac

This land use category is applied to the City's high density multifamily residential areas. There are three major areas in the City that fit this category: Merrimac Trail, Mt. Vernon Avenue, and Patriot Lane. Each of these areas incorporates low rise, garden-styled apartments (up to three stories) at densities in the range of 14 dwelling units per net developable acre. The existing RM-2 zoning district would be used to implement the high density housing category.

5. Downtown Residential 8-22 du/net ac.

This land use category is designed specifically for residential areas in the Center City that are suitable for higher density residential use: the Blayton Building property on Scotland Street and the west side of South Henry Street south of South Boundary Street. A variety of housing types from single family to multifamily allowed, with a base density 8 dwelling units per net developable acre, with up to 22 dwelling units per net developable

acre allowed with a special use permit. The extra review accorded by this process is designed to ensure that higher density residential uses are high quality and compatible with existing neighborhoods and non-residential development in the area. A new RDT zoning district would be used to implement this medium to high density housing category in the Center City area.

Office, Commercial and Mixed-Use Categories

The Land Use Plan designates five office, commercial and mixed-use classifications. Estimates of net non-residential density for these categories are based on a Floor Area Ratio (FAR) of 0.25, except for the Downtown Commercial and Mixed Use categories where an FAR of 1.00 is used. FAR represents the ratio of total building floor area (excluding parking garages) to the net developable area of the property.

1. Office

The office land use category accommodates primarily offices and financial institutions as low density transitional uses between residential neighborhoods and higher intensity business uses. This land use is intended for designated areas in the Center City and Midtown Planning Areas, as well as outlying areas including Strawberry Plains Road, John Tyler Highway, Monticello Avenue, Ironbound Road and Bypass Road. Office land use is implemented by two zoning districts: LB-3 Limited Business Residential for the Center City area, and LB-4 Limited Business corridor for the outlying areas. The basic uses permitted by right would be offices as well as financial institutions. Residential uses would be allowed only in the LB-3 District in the Center City, with a base density of 8 dwelling units per net developable acre, and up to 14 dwelling units per net developable area with a special use permit for areas that are suitable for a higher density. The extra review required is designed to ensure that higher density residential uses are high quality and compatible with existing neighborhoods and non-residential development in the area. These densities match the densities allowed in the Downtown Residential areas. Supplementing the office uses, a limited range of related low intensity commercial uses would be allowed with a special use permit.

2. Downtown Commercial

The Downtown Commercial land use category is intended to promote a variety of business uses in the Center City, and includes the Merchants Square area and other predominantly retail business areas adjacent to the Colonial Williamsburg Historic Area and the College of William and Mary. Due to its downtown location, the density of development in this area is higher than other office and commercial areas in the City. Continued use and adaptation of residential dwellings is supported in the Center City, and residential uses on the upper floors of buildings are encouraged at a density of 22 units per net acre, with a maximum of 10 dwelling units in an individual building to encourage a true mixed-use environment. The B-1 zoning district, with modifications, should be used implement the Downtown Commercial land use category.

3. Corridor Commercial

This land use category designates land on the City's heavily traveled entrance corridors for commercial and service uses primarily oriented to the automobile. This category applies to local shopping areas, as well as to existing and future hotels, restaurants and other tourism retail uses. It also includes the automobile-oriented commercial uses along Second Street. Substantial sections of Richmond Road, Capitol Landing Road, York Street and Second Street are currently developed in this land use pattern, which is also intended for the small portion of Mooretown Road that is located within the City Limits. To ensure high quality development, the more intensive commercial uses should require special use permits. Corridor Commercial land use is intended to promote the City's

economic development policy for its limited, remaining high-visibility commercial sites.

Residential should be allowed in Corridor Commercial areas but only as multifamily combined with non-residential uses in a mixed-use format. This will ensure that valuable commercial land is not completely used for residential purposes. Residential uses should require a special use permit to ensure compatibility with commercial uses.

The B-2 zoning district, with modifications, will implement this land use category. It should, however, be renamed Corridor Business District instead of the current Tourist Business District.

4. General Commercial

General Commercial designates the City's most urban commercial corridor along Richmond Road between Monticello Avenue and Ironbound Road. It includes the City's two largest shopping centers, and many commercial buildings located close to the street. The area includes a mix of retail, office and service businesses, as well as hotels and timeshares.

Residential should continue to be allowed in the General Commercial areas, primarily as multifamily combined with non-residential uses in a mixed-use format. Because this area includes shopping centers with a full range of commercial uses, and is located close to the downtown areas, it can also be a suitable location for multifamily dwellings used as housing for older citizens. All residential uses should require a special use permit to ensure compatibility with commercial uses.

The B-3 zoning district, with modifications, will implement this land use category.

5. Mixed Use

The Mixed Use land use category is intended to provide a degree of flexibility in land uses to be developed in areas suitable for a mixture of residential and commercial uses. Incorporating a potential range of residential, office, and moderately-scaled commercial uses, mixed use development should be subject to a thorough urban design review which stresses quality architecture, proper building siting, and well designed landscaping. Equally important, this category should promote the preservation, revitalization, and adaptive reuse, where appropriate, of existing historic structures. The density of the residential component of mixed use development should be appropriate to the character of the area, and will be higher in the Center City area to encourage a more urban character.

The mixed use category will be implemented by the LB-1 Limited Business Downtown District for the City Square area north of Merchants Square, which allows a mixture of residential and commercial uses that are more restricted than the adjacent B-1 Downtown Business District. To encourage a reasonable number of residential units on the second and third floors of buildings, while discouraging large apartment complexes, allowed residential density should be 22 units per net developable acre, with a maximum of 10 units on an individual lot. Residential yard and height requirements should also be imposed to preserve the transitional scale and character of the area.

The other Mixed Use areas are Richmond Road between Brooks Street to the Williamsburg Shopping Center, south of Berkeley School and on the east side of Ironbound Road adjacent to the Wales subdivision. For these areas, an LB-2 Limited Business Neighborhood zoning district should be created to allow the implementation of the mixed use concept. The LB-2 District would allow a range of uses including single family and duplex dwellings, banks, bake shops, hotels with 10 or less rooms, museums

and art galleries and offices. More intensive uses, such as multifamily dwellings, hotels with more than 10 rooms, restaurants and retail stores would require a special use permit. Residential uses should be allowed at a base density of 8 dwelling units per net acre, with the ability to increase the density to 14 dwelling units per net acre with a special use permit. Mixed Use is designed to be more limited than Corridor Commercial and General Commercial, but more flexible than Office land use.

Economic Development Category

The Land Use Plan designates one economic development land use classification.

1. Economic Development

The Economic Development land use category is intended to encourage economic development activities that provide desirable employment and enlarge the City's tax base. This category combines the 1998 Comprehensive Plan's recommendations for economic development with the Plan's concepts for Mixed Use land use, creating a hybrid that incorporates the best ideas from these two important land use categories. The most important concept is that large new developments can contribute to the City's character and economic well-being by having a well designed mix of uses, rather than being a monolithic commercial, office, health care or residential development. This land use category expands the historic mixed use concept beyond the core area of the City into the two remaining largest areas for future development – the City's High Street parcel on Richmond Road between Bypass and Ironbound Roads, and the Riverside Health System property on the east side of Quarterpath Road.

The development of areas designated as Economic Development land use should address a range of important goals stated by the Comprehensive Plan: enhancement of the natural and built environment; discouragement of strip development practices; use creative urban design standards; thoughtful master planning; coordinated urban design themes; appropriate scale street improvements; quality planning for residential uses; reservation of suitable areas for commercial, entertainment, office, and medical uses in a mixed-use setting with an emphasis on landscaping and high quality design standards; and providing tax revenues to balance the cost of providing services for residential development. Most important is the Plan's overall goal for land use, which is to "plan for an integrated mix of residential, commercial, and economic development uses which will provide suitable housing, shopping, tourism and employment opportunities for City residents."

The ED and ED-2 Districts will implement this land use category. To ensure that the majority of the Economic Development land is developed for tax-generating commercial, entertainment, office, and medical uses, areas used exclusively for residential use should be limited to a minority of the land use in each of the Economic Development areas designated by the Plan, and integrated into the overall design of the development.

Institutional Categories

The institutional categories include the Colonial Williamsburg Historic Area, Colonial Williamsburg Support and the College of William and Mary. The three institutional use designations are designed to accommodate the variety of uses necessary for the Colonial Williamsburg Foundation and the College of William and Mary.

1. Colonial Williamsburg Historic Area

This district encompasses the Colonial Williamsburg Historic Area and is established to preserve, protect and maintain the distinctive character and historic importance of the restored area.

2. Colonial Williamsburg Support

The Colonial Williamsburg Support uses include a variety of commercial and industrial facilities that support the functioning of the Colonial Williamsburg Historic District.

3. The College of William and Mary

The College of William and Mary classification identifies the major land holdings of the College of William and Mary. It is recognized that the City cannot regulate the use of land owned by the College, yet these lands are an integral part of the City's character and future development and are critical to successful corridor planning and environmental preservation goals. Together, the City and the College must be committed to cooperative planning for the development and redevelopment of the College's property.

Public/Recreation/Conservation Categories

This land use designation is divided into three areas - Public/Semi-Public, Parks/Parkway/Recreation, and Sensitive Environmental Areas. These areas warrant special attention and regulatory oversight and must be carefully managed to maintain public resources for future generations.

1. Public and Semi-Public Areas

Public and Semi-Public uses are generally institutional and municipal buildings and lands. These uses include the Municipal Center, Court House, public and private schools, hospitals, religious uses, and cemeteries.

2. Parks, Parkway and Recreation Areas

This category encompasses parks, parkways and recreation facilities which are owned by the City, the Colonial Williamsburg Foundation, or the Federal Government. These lands are used for City park purposes, or are part of the privately owned and operated Golden Horseshoe Golf Courses or the Colonial Parkway, which links Yorktown, Williamsburg and Jamestown.

3. Sensitive Environmental Areas

This category designates the lands that have physiographic characteristics critical to the ecological stability and water quality of the region. The protection of these areas is one of the primary goals of this Comprehensive Plan and any development within these areas should be allowed only under strict performance standards and permitting procedures. The Sensitive Environmental Areas include the following:

Stream valleys and ravines. Much of the City's rarest vegetation and wildlife habitats are located within these stream valleys and ravines. Visually, these areas may serve as buffers between conflicting land uses and provide opportunities for passive, nature-oriented recreational activities. Development hazards, such as flooding, poor soil bearing strength for building foundations, high erosion, and water table problems which result in soggy yards and wet basements, make building in these areas costly and frequently unsafe. Development in these areas will not only degrade water quality and eliminate natural habitats, but will increase the incidence and magnitude of downstream flooding.

Steep Slopes Adjacent to Stream Valleys and Ravines. Construction on steep slopes and on slopes with soils of high erodability may require extensive clearing and grading resulting in soil erosion and the introduction of sedimentation into adjacent streams.

100-Year Floodplains. 100-Year Floodplains are recognized by City and federal regulations as areas where flooding is a significant hazard to development. Development in these areas lowers water quality since eroded soil during clearing and construction, and surface pollutants after construction, are washed into streams during rain storms. In addition, these floodplain areas often have rich wet soils which provide wildlife habitats

and support plant growth. The City's 100-year floodplains are protected from development because they are located entirely within the Resource Protection Areas designated by the Chesapeake Bay Protection section of the Zoning Ordinance.

Tidal and Non-tidal Wetlands. Marshlands are an irreplaceable resource which is essential for the production of marine and inland wildlife, waterfowl, finfish, shellfish and flora. They also serve as a flood buffer, slow erosion of adjacent shores, and protect water quality by absorption of silt and pollutants.

Resource Protection Areas and Resource Management Areas. The resource protection areas (RPAs) and resource management areas (RMAs) are recognized by the Chesapeake Bay Preservation Act and regulated by the City's Zoning Ordinance. RPAs include lands adjacent to water bodies with perennial flow that have an intrinsic water quality value due to the ecological and biological processes they perform, and development in these areas is strictly limited. RMAs are adjacent to the RPAs, and while development is allowed it must meet strict water quality standards.